Helping Members with Growing Their Business, is HTA's Business

- Increasing business opportunities for members
- Serving as a resource, consultant, and extension of business development for members
- Addressing business challenges for members

Our **Passion**, **Pride**, **Persistence**

enable us to achieve our mission

In 2023, the Greater Charlotte Hospitality & Tourism Alliance (HTA) will do its part to….

- Focus on having a **safe community**, as **public safety** is vital for our continued growth and prosperity

- Do our part to assure our **International Airport** (**CLT**) and **Airline** (**American Airlines**) to stay strong and continue to thrive.

- Enhance Charlotte area's status as a fantastic **Business Capital** to retain and enhance **Corporate Business** while positioning the city for more corporate headquarters' relocations

- Enhance Charlotte's status as a premier **convention and event destination** and focus on improving our area's tourism infrastructure and promotions.

- Making Charlotte a destination for **medical tourism**

- Proactive involvement in community wide issues of **transportation**, **education**, **workforce development**, **job creation**, **housing** and **homelessness**.

- Serve as a **resource** to address issues regarding **eviction ban**, **CMPD** district attorney, **ABC** and **ALE** actions.

- Prepare for the **mega races at the Charlotte Motor Speedway, mega events at the Bank of America Stadium (college football games, concerts, NFL games, bowl game, ACC Football Championship, MLS & International soccer games), 2023 and 2024 Wells Fargo Golf Championship, 2025 PGA Championship** and other major upcoming events

- Assist with the journey of bringing the **2025 ACC Basketball Tournament**, **NFL Draft**, MLS All-Star Event, NASCAR All-Star Event, **2026-2030** CIAA Tournament and a **Super Bowl** to Charlotte. Active involvement in upgrading **Charlotte Motor Speedway** to attract and accommodate more mega tourism generating events and involvement in the recently approved **$275 Million** major enhancement of **Spectrum Center** and creation of a new entertainment district in the Center City.

HTA's Corporate Partners ($5000 annual investment)

ABC Invest. & MGMT Co. (Choice Hotels, Hiltons…)
Adams Outdoor Advertising
AE Global Media
Airbnb
Allegiance Merchant Services
American Airlines
Arrya Hospitality
Atrium Health (Global Healthcare Services)
Beacon Invest. & MGMT Group (Hyatt Place, Hiltons..)
Béné Tipping
Carolina Panthers
Carowinds
Carrier Enterprise
Casco Signs, Inc.
Catawba Two Kings Casino
Charlotte Hornets
Charlotte Independence Soccer Club
Charlotte Knights Baseball Club
Charlotte Motor Speedway
Charlotte Prime, LLC (Ruth's Chris,…)
Charlotte Regional Buisness Alliance
Charlotte Regional Visitors Authority (CRVA)
Clinicians Advocacy Group, Inc.
Coca-Cola Consolidated
Crown Cab
Direct Power
Diversey, Inc.
Dream World Travels
ECE
Ecolab
Emma Allen State Farm
Enterprise Rent-A-Car / National Car Rental
Evolution Event Solutions
Extended Stay America
F.B. MacPherson III Consulting. LLC
FDY
Ferguson
Gastonia Honey Hunters - Baseball Team
GMR
The Gold Club
Granite Insurance
Green's Commercial Cleaning, Inc.
Hampton Inn & Suites
Southpark @ Phillips Place
HMS Host
Home Depot Pro/P&G
HREC Investment
InTown Suites
JE Dunn Construction Company
Juneberry Ridge
Lowe's Pro Supply
Mastertent USA, Inc.
The McIntosh Law Firm
Media Arts Collective
MC Powerhouse
MCRE, Inc.
The Men's Club
Monument Real Estate Partners
NASCAR
Novelty House/Havana Smoke
Northlake Mall
Northwood Hospitality (Ballantyne Hotel, Marriotts,..)
ODELL, a LaBella Company
Paradies Lagardère
Peak Limo
Pepsi Bottling Ventures
Plate Perfect Catering by FS Food Group
Princess Street Partners (Five Guys,…)
Pye Barker Fire & Safety
REDLEE/SCS Inc.
Scott Brown Media Group
Sheraton Charlotte Hotel -
Le Meridien Charlotte
Shred Industry Solutions Inc.
Shree Ganesh (Econo Lodge)
Shumaker, Loop & Kendrick, LLP
Simon Shopping Destinations
(SouthPark Mall, Prem. Outlets, Concord Mills,...)
Sinacori Builders
Spectrum Enterprise
SREE Hotels (Marriotts, Hiltons, ...)
Steak 48
Studio Displays
TK Elevator
Turner Construction Company
Undergrads LLC
Universal Access LLC.
The WashRoom Laundry Service
The Whiting-Turner Contracting Company
WIMS Consulting, Inc.
Wintergreen Hospitality
Yellow Cab Company of Charlotte

HTA's Corporate Sponsors ($2500 annual investment)

204 North Kitchen & Cocktails
3VSJ USA LLC
5 - Star Supply Company
AC Hotel Charlotte City Center
A.C.E. Academy Charter School
ADP, LLC
AT&T North Carolina
Baker Roofing Company
Barton Malow Company
Binaco Real - Estate Development
BluSky Restoration Contractors, LLC
BMS CAT NC
Booking.com
CAA ICON
Cabarrus County Convention & Visitors Bureau
Carolina Craft Legal
CertaPro Painters Salisbury/Concord/Gastonia & Charlotte
Charlotte Checkers
Charlotte Destination Group
Charlotte Palm Restaurant
Charlotte SouthPark Marriott/Renaissance/AC Hotel
Charlotte Tennis Association
Chetola Resort
Cleveland Construction
Commercial Green Solutions, LLC
Curated Events
Davco Roofing & Sheet Metal
DOD Office Interiors
DoubleTree Suites by Hilton Charlotte-Southpark
Dream Hospitality LLC
The Drip Lounge
Duke Energy
ECS Limited
Embassy Suites by Hilton Charlotte Uptown
Emerald Financial Group
Empire Distributors of North Carolina
Ernst & Young LLP
Fairfield Inn & Suites Charlotte Uptown
First Citizens Bank
Galleries 811
Gardner-Webb University
GDC Supplies, Equipment & Contracting, LLC
GoPlaySave
Grand Bohemian Hotel Charlotte
Great Wolf Lodge
Hendrick Construction Inc.
Hendrick Luxury Group
Hendrix Business Systems, Inc.
Hilton Garden Inn & Hampton Inn Charlotte - Uptown
Hilton Garden Inn Charlotte Airport (Naman Hotels)
Hilton Charlotte Uptown
HMV Properties
HNTB Corporation
Homes with Cachet
Homewood Suites and Hilton Garden Inn SouthPark
Hyatt Place Charlotte Downtown
Hyatt House Charlotte Center City
I.T Hospitality Solutions
The Ivey's Hotel (MRK Hotels)
JM Cope, Inc.
Johnson Brothers Mutual
The Johnson Group
JOLT Energy Group
JW Marriott Charlotte
Keaton Barrow Realty Inc.
Kimpton Tryon Park Hotel
Level Up Logo
Lincoln James Capital
Marcus & Millichap
Mecklenburg County ABC Board
Modern Construction Services
NFP
ODA Architecture
Parking Management Company
Party Reflections Inc.
Paul Davis Restoration
The Press Box Bar & Grill
Prestige Hospitality Group, LLC
Progressive AE
Publix Super Markets
Qwick
Rally Pickleball
Ratcliffe Golf Services, Inc.
RBA Group Architects
Residence Inn Uptown | The Dunhill Hotel + The Asbury Restaurant
ROFA Investments
Royal Cup Coffee and Tea
S B & J Enterprises (Wendy's,...)
SEGRA
Self-Talk Counseling & Consulting, PLLC
Sentinel Risk Advisors LLC
Seven Jars Distillery
Sheraton Charlotte Airport
Shreeji Hotel Group
ShutterBooth
Sonesta
Spectrum Reach
Stevenson Development / Grace Outdoor
Stewart
Sunshine Cleaning Systems
Sunway Charters
Sysco Food Services of Charlotte
Tara Investments
Trevi Partners, LLC
Truliant Federal Credit Union
Tryon Distributing Company
The UPS Store
Urban Trends Real Estate
US Foods
Visit Lake Norman
The Westin Charlotte

Hospitality and Tourism Industry in Mecklenburg County
(Actual Figures for FY 1995, FY 2015, FY 2019, FY 2020, FY 2021, FY 2022 and projections for 2025)

	1995 actual	2015 actual	2019 actual	2020 actual	2021 actual	2022 actual	2025 projections
Industry's Economic Impact	**$1 Billion**	**$5 Billion +**	**$5.95 Billion +**	**$4.9 Billion**	**$4.5 Billion**	**$7.3 Billion**	**$8.5 Billion+**
Sales Tax Revenue Impact	**$60 Million**	**$363 Million**	**$445 Million**	**$251 Million**	**$230 Million**	**$480 Million**	**$555 Million**
Employment Impact	**30,000**	**60,000**	**85,000**	**75,000**	**65,000**	**90,000**	**120,000**
Room Revenue	**$174 Million**	**$647 Million**	**$806.2 Million**	**$557.5 Million**	**$395.9 Million**	**$786.5 Million**	**$910.4 Million**
8% Occupancy Taxes Revenue	**$10.4 Million**	**$51.76 Million**	**$64.5 Million**	**$46.2 Million**	**$31.7 Million**	**$62.9 Million**	**$72.8 Million**
Food & Beverage Revenues	**$807 Million**	**$2.92 Billion**	**$3.66 Billion**	**$3.03 Billion**	**$3.3 Billion**	**$4.4 Billion**	**$5.1 Billion**
1% Food & Bev. Tax Revenue	**$8.07 Million**	**$29.2 Million**	**$36.6 Million**	**$30.3 Million**	**$33.1 Million**	**$44 Million**	**$51 Million**

****This chart and projections were compiled by the Greater Charlotte Hospitality and Tourism Alliance (HTA) and indicates HTA's specific goals of increased revenues for the lodging and food & beverage industries in Mecklenburg County. These specific and measurable (due to existing taxes) revenues directly and indirectly impact HTA's entire membership in the Greater Charlotte Area**

Actual figures for occupancy and food & beverage tax revenues are gross taxes collected by Mecklenburg County Tax Collector's Office for FY 1995 (July 1994 - June 1995), FY 2015, FY 2019, FY 2020, FY 2021 and FY 2022 (July 2021 - June 2022)

Partial List of HTA's Accomplishments (1994 – 2023)

As a solid **voice** of region's hospitality business, a **political force**, **visionary leader** and **relentless advocate** for making Charlotte area a **great destination** for the past 29 years, HTA has been a leader and proactive participant in numerous major initiatives to include:

- Continuously having relationships with **decision makers** whose actions are vital in making our region a fantastic place to live, work, and visit
- Establishment of the **CRVA** (Charlotte Regional Visitors Authority)
- Building the **Charlotte Convention Center** and helping with its recent **$126 Million upgrade**
- Building the **Westin Hotel**
- Building the **Spectrum Center** and active involvement with its recently approved **$275 Million** investment to upgrade it and transform existing **transit center** to an entertainment district
- Building the **NASCAR Hall of Fame** and the addition of the **Crown Ballroom**
- Building Charlotte's **$200 Million arts and cultural complex**, renovating **Bojangles Coliseum** and building of Charlotte's **Light Rail** system
- Building the **Charlotte Knights Baseball Complex** and preparing to upgrade it
- A primary leader in efforts to keep the **Carolina Panthers in Charlotte**, upgrading their stadium, and making it a better asset to attract more tourism – generating events
- Active involvement in working with the **City** of Charlotte, **CRVA**, and other partners in attracting major tourism conventions and events, such as the **2012 Democratic National Convention (DNC)**, **CIAA** Tournament, **2019 NBA All Stars**, **2020** Republican National Convention (**RNC**), **college football games**, ACC Championship games, International soccer games and mega concerts
- Being a relentless advocate for continues prosperity of our remarkable **airport (CLT)** and our airline (**American Airlines**)
- Building of the **Zmax Dragway** in Concord, **Matthews Regional Sportsplex**, and the rebuilding of center city's **Memorial Stadium**. Proactive involvement in helping Charlotte secure an **MLS** (Major League Soccer) **team**

HTA Annual Meetings & Events

- Quarterly General Meetings
- Annual Dinner & Gala Event
- Business Showcase
- Board of Directors Meetings
- Numerous Corporate Networking Events
- Quarterly Golf Tournaments
- Two Clay Shooting Events
- Annual Candidates Reception

Helping Members with Growing Their Business, is HTA's Business

HTA Committee Action Items for 2023

I. Business Development & Governmental Relations Committee

- Active involvement in **2022** elections
- Regular **meetings** with elected and appointed officials
- Legislative **visits** (funding for law enforcement, law enforcement academy scholarships, domestic violence prevention, hotel safety legislation, online sports betting)
- Assist with appointing members to **governmental** boards
- Addressing Charlotte's **public safety** challenges, frequent area meetings with **CMPD** and assisting law enforcement with **funding** and **labor** challenges
- Better utilize and promote the beautiful new center city **Memorial Stadium**
- Active involvement with efforts for:
  - Continuous enhancement of Charlotte Douglas International Airport (**CLT**)
  - Retaining existing corporations and recruiting new major businesses to Charlotte's region
  - **Retain** and **enhance** major tourism assets/events, enhance regional tourism promotions for **family travels** and **travel for shopping to Charlotte** (Zara, American Girl Store, etc.)
  - Building a major **tennis** complex and an **indoor amateur sports** complex
  - Building a mega **warehouse** for ABC in Charlotte area and addressing **ABC issues**
  - Building a **conference center** in the Lake Norman area
  - Building a new **aviation museum**
  - Upgrading **Spectrum Arena**, **Bank of America Stadium**, **Truist Field**, **Charlotte Motor Speedway**, **Charlotte Convention Center**, **Harry L Jones Golf Course**, and amateur **sports facilities**
  - Recruiting **mega** events (NFL draft, Super Bowl, NBA All Stars, NASCAR All Stars, 2024 DNC, CIAA Tournaments, International soccer games, college football games, music festivals & concerts, amateur sporting events, etc.)
  - Making Charlotte a national and global destination for **medical tourism**
  - Reviving Charlotte's **music history**
  - Reviving the **Northlake Mall** and the **Epicentre**
  - Building of new **transit center**
  - Addressing challenges for Charlotte's **cab** companies
  - Addressing Charlotte region's traffic and regional **transit** needs
  - Addressing Charlotte's **housing** issues/**rezoning** challenges

II. Public Safety Committee

- Addressing Charlotte's **public safety** challenges, frequent area meetings with **CMPD** and assisting law enforcement with **funding** and **labor** challenges
- Resolving hotel transient guest status for North Carolina
- **Domestic violence** prevention (state's involvement)
- Law enforcement academy scholarships (funding), addressing crimes by the mentally ill homeless

III. Membership Engagement & Community Relations Committees

- Providing members with the best meetings, events, and activities to enable them to build and enhance business relationships
- Individual meetings with Corporate Members to consult with and connect them with targeted decision makers
- Constantly encourage members to do business together

- Engaging HTA members with community wide issues of political leadership, **public safety**, **education**, **transportation** and region wide **economic development** and specific **community relations initiatives**
- Assist with appointing members to **governmental** boards

IV. Workforce Development Committee

- Assisting members with **labor challenges**
- Working with Charlotte Mecklenburg Schools, colleges and universities and **starting** a 4 year hospitality program at **UNC Charlotte**
- Active involvement with the City of Charlotte's efforts to address labor challenges
- Addressing public transportation and parking costs

Charlotte Area's Vital Tourism Driving Catalysts

1. Continuous prosperity of **Charlotte Douglas International Airport** (as a hub) and **American Airlines**
2. Thriving **Corporate travel business**, **medical tourism** and expanding **office space**
3. Vibrant **conventions** and **events** destination
4. **Professional sports** and sporting events
5. **Amateur sports** and sporting events
6. Vibrant collection of **museums**, **arts**, **attractions**, **nightlife**, **entertainment**, **shopping** and other tourism related assets.
7. **Smart growth** of our region's **accommodations** and **dining** packages
8. Continuous relationship building efforts with **elected**, **governmental** and **civic leaders** to effectively address business **opportunities** and **challenges**
9. Addressing the industry's growing demands for **available** and **qualified workforce**
10. Proactive involvement in community-wide issues (**leadership**, **economic development**, **transportation**, **education**, **public safety**, **housing**, **millennial friendly**, **visitor friendly**) to ensure our region is a phenomenal place to do business in, work, live, play and visit

Membership Application

Annual Membership Dues

1. Corporate Partner	$5,000.00
2. Corporate Sponsor	$2,500.00
3. 5 + Employees	$495.00
4. 2-4 Employees	$445.00
5. 1 Employee (Individual Membership)	$365.00

*For Corporate Sponsor & Partner Benefits, please see Corporate Membership Benefit Listing or call us at 704-331-0079.

Company: _____

Address: _____

Company Representative: _____ **Job Title:** _____

Office Phone #: _____ **Mobile #:** _____ **Fax #:** _____

E-Mail Address: _____**Website:**_____

Preferred Method of Communication: (circle one) **Email** **Phone**

Number of Employees: _____ **Annual Membership Dues $**_____

Application Date: _____**Referred By:** _____

Method of Payment:

___ **Check in the amount of $**_____ **will be mailed to HTA**

___ **Charge my credit card for the amount of $**_____

Card Type: AMEX VISA MC

CC #: _____ **Expiration Date:** ___ / ___ **CID Code** _____

Company Representative's Signature_____

Your annual membership is valid from <u>one</u> full year from the date of joining.

Please fax, mail or email completed application to:

H.T.A., 301 South McDowell Street, Suite 1106, Charlotte, N.C. 28204
Phone # 704.331.0079 Fax # 704.331.0719
mjenatian@charlottehta.com
www.charlottehta.com

Thank you for your membership and support of the HTA.

- HTA is a full-time membership organization funded solely by its members.
- We look forward to having the opportunity of serving you and your business as a member!

Helping Members Grow Their Business, Is HTA's Business

The **Greater Charlotte Hospitality & Tourism Alliance (HTA)** has been the premier voice of our region's hospitality & tourism industry since it was established by the leaders of the industry in 1994. Over the years the HTA's leadership has proudly been vital in efforts that have made our region a premier destination. We are proud to have been a major part of developing the **Charlotte Convention Center**, **Spectrum Arena**, the **NASCAR Hall of Fame**, $200 million **Arts & Cultural Complex**, **Carolinas Aviation Museum**, the **Charlotte Knights Baseball Stadium**, development of the $42M **Matthews Regional Sportsplex**, renovation of **Mecklenburg County's Aquatic Center**, our efforts with upgrading the **Carolina Panthers'** (Bank of America) stadium, $35 million renovation of **Memorial Stadium**, securing an **MLS (Major League Soccer)** team to Charlotte **and** many other initiatives which have made the Charlotte region a great travel, event and convention destination.

As a full-time membership association representing a variety of different businesses in the Greater Charlotte area, we have proudly become known as a major economic development driver for our region and one of the most effective business organizations in the Carolinas. Our mission and specific priorities are simply focused on leading initiatives that are essential in maximizing the bottom lines of all HTA members' businesses.

Our local hospitality industry, which was generating approximately **$7.5 billion** in annual revenues (pre-pandemic), and employed more than 100,000 people in the Greater Charlotte area is a resilient industry and will continue to grow and have more of an impact on practically all businesses in our region. If you are interested in growing your share of business from this remarkable industry, put us to work for you by **joining as a member of the HTA**.

By becoming a part of the HTA, you will have a dedicated partner in helping you grow your business while having the opportunity of attending some of the absolute best business relationship development meetings and events that you can find anywhere in the Carolinas.

HTA Corporate Partner- $5,000 Annual Investment

- 1 Corporate Partner Membership Plus 4 Individual Memberships
- Four Tickets for HTA's Annual Dinner **($800 value)**
- Invitation to Board Meetings and Corporate Member Networking Events
- Display Table at a General Meeting
- Corporate Partner Listing on Meeting Materials for Exposure
- **Plus all regular membership benefits as listed below:**
    - Invitations to attend complimentary HTA quarterly meetings and receptions, HTA's Annual Business Showcase, HTA's Annual Political Candidate Receptions, HTA's Annual Dinner, HTA's Four Annual Golf Tournaments and HTA's Clay Shooting Event
    - Discount on bus passes
    - A great resource for information, an all-star Board of Directors with a wealth of knowledge and expertise, and an opportunity to be part of one of the most dynamic business organizations in the state and region

HTA Corporate Sponsor- $2,500 Annual Investment

- 1 Corporate Sponsor Membership Plus 2 Individual Memberships
- Two Tickets for HTA's Annual Dinner **($400 value)**
- **Plus all regular membership benefits as listed above**

Regular Membership- $365- $495 Annual Investment

- See above regular membership benefits